



Eastham Visitors Tourism and Promotion Services Board
Via ZOOM
Minutes of Meeting April 26, 2021

Meeting called to order at 3:40 pm by chair Jim Russo via ZOOM

Present: Jim Russo, Chair, Kathy Bunnell, Faith Casarella, Bonnie Nuendel

Minutes: The minutes from our March 22, 2021 meeting were reviewed. Kathy made a motion to accept them as written; Faith seconded. The vote to accept was unanimous.

SUMMER CONCERTS: - Kathy wrote up a press release, including the finalized schedule. The committee discussed some of the wording at Kathy's request and the final outcome was to use "sponsored and produced" by this committee. Kathy included a quote from Jim which he approved. Kathy will create a second press release coming out in June.

Jim reported on MA state protocols for outdoor concerts: singers are to be ten feet apart and twenty-five feet from the audience; woodwind and brass instruments need to be played at a distance from the audience and need to cover the outlets of those instruments in some manner. Bonnie will review the written protocols and inform our performers, stressing the importance of compliance.

Bonnie reported that the contracts and W-9s will be sent out to performers via USPS and include a note mentioning a plan to limit participation in the concert series to every other year, in order to include new local talent. Jim suggested requesting return of signed contracts by a particular date (May 31?) in order to facilitate compliance.

Jim's idea of a jam session is being formulated and discussed with Chandler Travis for Labor Day, the final show. Discussion regarding start time for that two-hour show resulted in a vote being taken. The results were 3 to 1 in favor of starting at 5:00. Kathy thought "Philharmonic and Friends" might be a good title for the show. Jim suggested local musician Greg Sullivan might be interested in jamming. Other musicians such as Zoe Lewis, Kami Lyle and a band that Chandler had recommended for a slot next year, Opal Canyon, are other possibilities.

MAP OF EASTHAM: Jim has the file he requested but it's too late to get it worked on for this year, due to the busyness of this time of year. Kathy has a list of items that would be helpful to include on the map, e.g., churches and scale of miles. Jim recommended inclusion of location of water bottle filling stations that the town is anticipating putting into 5-6 locations around town such as at town beaches and Field of Dreams. Jim would like to see one be placed right at the Eastham Visitor Info Booth.

BUDGET ITEMS: Hyannis Sound was paid.

HOLIDAY PLANS: - Carols on the Green. Jim sent a note to Tom Faris, NRHS music department chair to see if the high school select chorus could participate again this year. Kathy states that the Outer Cape Chorale is rehearsing via ZOOM and is hoping to do their holiday concerts and participate in the Carols on the Green Carol sing.

DECOR AND LIGHTING: Bonnie will email Steve Rice, owner of Light and Lighting, a new business in Mercantile Square, as the store is only open by appointment. Faith reports she has noticed that the northernmost "Welcome to Eastham" sign is no longer lit. The committee confirmed we had chosen a warm white solar light color for the signs and upgraded solar spotlights. Bonnie and Jim will meet to measure the gazebo for new non-solar lights as well after 5/5.

BANNERS: Kathy's publicity releases for submissions of designs for new banners only resulted in 5-6 responses. None seem suitable because they aren't specific to Eastham's special standouts or they wouldn't make for good banner art. Jim suggested that we need to keep Eastham's uniqueness in mind. Kathy asked if we wanted to extend the deadline for submissions. Jim wondered if the next press release might avoid mentioning seasons of the year. The deadline will be extended until May 21st the Friday before our May meeting. Discussion followed re what works and what doesn't. Bonnie wondered what we currently have available in storage. Jim feels we need new banners and the committee agreed to look online at the Northern catalog.

NEW BUSINESS: it was discussed how well it worked to have the same ZOOM link for each of our committee meetings. It appears to be working for other town boards and committees as well. A short discussion of the pros and cons of ZOOM followed. Jim also mentioned that Sean Shea has ordered the big fir tree for the Info Booth lot and plans to plant it in May.

ADJOURNMENT: Faith made a motion to adjourn at 4:50. Kathy seconded. Meeting adjourned at 4:50 pm.

NEXT MEETING: May 24, 2021, 3:30 PM

Respectfully submitted,
Bonnie Nuendel, sec'y